



***MenCare:
Engaging Men in
Maternal and Child Health and
Caregiving***

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www.promundo.org.br

www.men-care.org

About Promundo

Founded in Rio de Janeiro in 1997 to engage men and boys in gender equality and violence prevention

Offices in ***Brazil, US, Portugal***, presence in ***Great Lakes Region (Rwanda & Burundi)***

Using ***research*** to inform and drive practice and policy



Promoting ***care work*** and ***men's Involvement in MCH*** via public health sector

Engaging men via ***women's economic empowerment and conditional cash transfers***

Using the ***education sector*** to reach boys and girls to change gender norms

Working with the ***peace and security sector*** to build lasting, gender-equitable peace

Our Approach

- Understanding men and boys as enmeshed in gender norms and social expectations
- Men too often seen from a deficit perspective and not enough as agents of change
- Strong evidence that when done right, brings benefits for women, children and men themselves



**Involved
Fatherhood**



**Men as
fathers and
caregivers**



**Child
Development
outcomes**

**Higher
Household
Income**

**Gender Equal
Households**

Better Health

**Maternal Health as one of
many doors...**

Why Engage Men in Maternal and Child Health?

- Family planning and contraceptives
- Maternal workload
- Birth preparedness & postnatal care attendance
- Couple communication and emotional support
- Partner support improves rates and success of breastfeeding



CULTURA SALUD

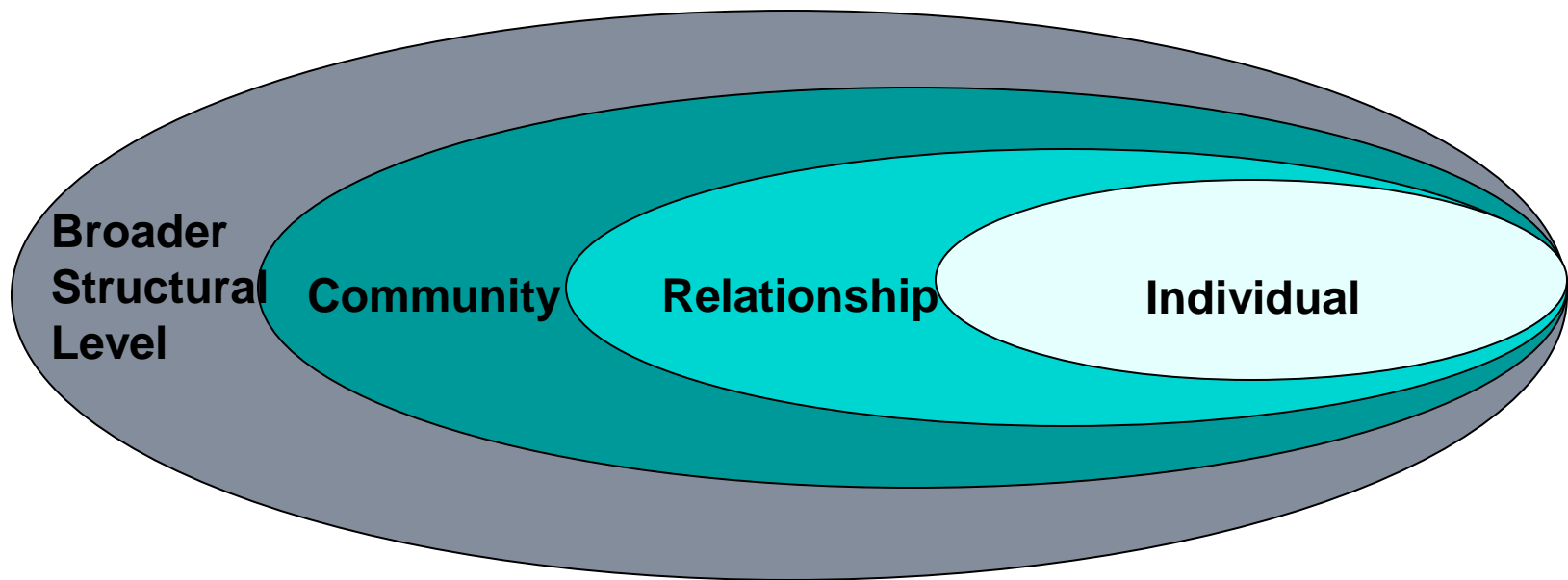


MenCare

unicef



Breastfeeding as part of a broader system...



Men Care

A GLOBAL FATHERHOOD CAMPAIGN



MenCare aims to work at multiple levels:

Individual:

Program adaptation and
implementation

Community:

MenCare Campaigns

Nationally:

Policy Advocacy

Integration into Health Systems

The Campaign Concept

A set of ten themes + messages, anchored by a core idea

1. Be Involved from the Start
2. Share the Care Work, and Get Good at It
3. Show it, Be Proud
4. Get Involved in Your Child's Health
5. Play
6. Provide an Education, at Home and at School
7. Show Affection
8. Raise Without Violence
9. Teach Equality and Respect
10. Support and Respect the Child's Mother



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Theory of Change

